

NOAA's 200th Celebration –
200 years of science, service, and stewardship

Request for Proposals 2006/2007

Open Period: February 15 – April 10, 2006

Eligibility: Open to NOAA employees, NOAA-wide

Submit to: 200th.celebration.mgp@noaa.gov

Introduction

NOAA's roots began to emerge in 1807. On February 10, 1807, President Thomas Jefferson directed that a survey of U.S. coasts be conducted. Recognizing the reliance of our young nation on maritime commerce, his visionary action created the Survey of the Coast, America's oldest science agency. Much of the structure and manner of conducting modern American science subsequently flowed from the culture of scientific precision ushered in by the Survey of the Coast.

As our budding nation's interests and economy became increasingly interwoven with the marine and atmospheric environment, some of America's pioneering agencies, including the Weather Bureau and the Bureau of Commercial Fisheries, came together to complement the Survey of the Coast. Even then it was clear that America's growing economic and social needs were intrinsically linked. The harmonization of these agencies paved the way for NOAA.

With the 200th anniversary of the Survey of the Coast as the cornerstone, NOAA plans to honor the innumerable contributions of science and service you and your predecessors have made to our nation. Throughout 2007, with the theme, "200 Years of Science, Service, and Stewardship," we will highlight the people, programs and accomplishments of NOAA. The goal is to tell the story of NOAA to the American people. There will be open houses, innovative exhibits and a variety of other memorable events. Our year-long celebration will bolster American's awareness of NOAA's mission and history and, in so many ways, demonstrate how NOAA is on the front lines for America every day of the year.

To facilitate a successful campaign in 2007, organization and planning will begin immediately with the bulk of preparation completed by the end of 2006.

The 200th celebration objectives are to raise public awareness of NOAA, celebrate its rich history of science, service, and stewardship, and highlight the cutting-edge research, programs, and diversity of NOAA programs and people.

Project Grants Program

Through NOAA-sponsored project grants, all NOAA offices will have the opportunity to identify specific projects and events that support the 200th celebration campaign and apply for funding. This self-selecting, self-promotion of projects will enable offices to highlight their priorities at a variety of different funding levels.

Categories for potential proposals are:

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| 1. Awareness: | Exhibits and events - identify special events and exhibits to highlight NOAA offices and programs. |
| 2. Partnerships: | Partnership Development - identify and develop partnerships with NOAA-relevant organizations and associations to promote the NOAA celebration. |
| 3. Products: | NOAA publications, materials, products for use in outreach and inreach |

NOAA 200th Celebration project grants will be awarded only to NOAA offices, although other federal, state, tribal, Native Hawaiian, academic and non-profit organizations can act as partners.

Please submit all proposals via e-mail: 200th.celebration.mgp@noaa.gov

The total available this year is approximately \$300,000.

*Ongoing projects will be considered, although new projects will receive preference in the project evaluation. Projects that can be replicated are encouraged.

Criteria for Qualification

To qualify for NOAA Celebration project grants, projects should meet most of these criteria:

1. Highlight historic or current science, service, and/or stewardship priorities
2. Emphasize public outreach or agency in-reach
3. Celebration specific projects should be completed by the end of 2007.
4. Provide innovative ways to highlight and commemorate NOAA's rich history and on-going commitment to science, service, and stewardship.
5. Relate to NOAA's mission (as stated in "NOAA's Mission" and "NOAA's Goals and Priorities" on the NOAA website under the heading "NOAA Strategic Planning").
6. Deliver NOAA brand awareness for specific audiences.

Developing Proposals

Included in this request for proposals (RFP) is a format that serves as an application.

Factors Used in Ranking

1. NOAA Celebration criteria as described above.
2. Budget breakdown showing amounts covered by NOAA funds, and amounts covered by partners (see the proposal format for details).
3. A clearly described schedule or timeline for implementation, including milestones, deliverables/products, measures of success or accomplishment.
4. Letters of support from all partners, clearly stating level of support and commitment.
5. Opportunities for expanding the project into subsequent years, exporting it into other locations or programs, or working with additional partners.

6. Creative or compelling way to tell the NOAA story leading to generation of media (TV, print, radio) interest, segments and or stories.

Review Procedures

Proposals will be reviewed by a committee of NOAA employees. Reviewers may request revisions or additions if the review schedule allows. Proposals selected will be awarded funds in FY06. Funds for accepted proposals must be obligated no later than September 1.

Proposals not selected in FY06 can be revised, improved, and submitted during the following fiscal year.

Critical Dates

April 10, 2006 - Deadline for receipt of proposals

Please submit all materials via e-mail: 200th.celebration.mgp@noaa.gov

No later than May 1 – Grantees notified

September 1, 2006 Funds must be obligated

For information, contact:

Mini-grant program coordinator: Nadia Sbeih
SSMC-4, (N/MB6), Rm 13319
1305 East West Hwy.
Silver Spring, MD 20910
(301) 713-3060 x 185
Nadia.Sbeih@noaa.gov